



Rep. Frank J. Mautino

Filed: 3/21/2014

09800HB5584ham001

LRB098 17698 RPS 56862 a

1 AMENDMENT TO HOUSE BILL 5584

2 AMENDMENT NO. _____. Amend House Bill 5584 as follows:

3 on page 8, by replacing lines 3 through 5 with the following:

4 "Nothing in this Section shall prohibit a manufacturer,
5 distributor, or importing distributor from furnishing
6 advertising signs, promotional materials, or fixtures to a
7 retail licensee or a retail licensee from receiving those
8 advertising signs, promotional materials, or fixtures, if the
9 sole use and purpose of the advertising signs, promotional
10 materials, or fixtures is limited to the sale or consumption of
11 beverage products containing one-half of one percent, or less,
12 of alcohol by volume and those beverage products are not
13 marketed for adult consumption as an alternative to alcoholic
14 beverages. A retail licensee is prohibited from using those
15 promotional materials or fixtures for the purpose of promoting
16 the sale or consumption of alcoholic beverages."; and

1 on page 15, by replacing lines 11 through 13 with the
2 following:

3 "Nothing in this Section shall prohibit a manufacturer,
4 distributor, or importing distributor from furnishing
5 advertising signs, promotional materials, or fixtures to a
6 retail licensee or a retail licensee from receiving those
7 advertising signs, promotional materials, or fixtures, if the
8 sole use and purpose of those advertising signs, promotional
9 materials, or fixtures is limited to the sale or consumption of
10 beverage products containing one-half of one percent, or less,
11 of alcohol by volume and those beverage products are not
12 marketed for adult consumption as an alternative to alcoholic
13 beverages. A retail licensee is prohibited from using those
14 promotional materials or fixtures for the purpose of promoting
15 the sale or consumption of alcoholic beverages."